

**Amendment and Response**

Applicant: Brett M. Webb

Serial No.: 09/825,583

Filed: April 3, 2001

Docket No.: 10003931-1

Title: NETWORK BASED GIFT REMINDER AND PURCHASING SYSTEM AND METHOD

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**IN THE CLAIMS**

Please amend claims 6 and 18 as follows:

1. (Previously Presented) A method of gift purchasing comprising:  
tracking, at a gift reminder service provider, at least one gift idea and a related event date for a user;  
generating a reminder, based on an internet search relating to the at least one gift idea that is initiated and performed by the gift reminder service provider, wherein the reminder includes, for each at least one gift idea, at least one network link to a gift merchant web site identified in the internet search that sells a gift related to the respective at least one gift idea wherein the gift merchant web site is independent from the gift reminder service provider;  
electronically notifying the user prior to the event date with the reminder from the gift reminder service provider.
2. (Previously Presented) The method of claim 1, wherein the tracking step comprises:  
displaying the at least one gift idea and the related event date on a web site of the gift reminder service provider.
3. (Original) The method of claim 1, further comprising:  
supplying the reminder service through a gift reminder web site and providing the network link as a uniform resource locator for the gift merchant web site.
4. (Previously Presented) The method of claim 1, wherein the notifying step further comprises:  
providing the at least one network link via a link to the gift reminder web site at which the user will obtain, for each at least one gift idea, a listing of a plurality of network links to independent gift merchant web sites that sell gifts related to the respective at least one gift idea.

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5. (Previously Presented) The method as in claim 4, and further comprising:  
displaying at the gift reminder web site a listing of gifts related to the respective at least one gift idea with each respective gift listing including a price, a description, and a uniform resource locator address for the respective independent gift merchant web site.
6. (Currently Amended) The method of claim 1, wherein the notifying step further comprises:  
delivering the reminder to the user as an electronic mail notification from the gift reminder service provider through ~~the~~ user interface.
7. (Previously Presented) The method of claim 1, wherein the notifying step further comprises:  
obtaining the at least one network link from an internet search initiated by the gift reminder service provider for gift merchant web sites that sell gifts related to the at least one gift idea.
8. (Previously Presented) The method of claim 1, wherein the notifying step further comprises:  
delivering the reminder to the user as a pop-up window from a standalone computing system that is in selective communication with the gift reminder service provider via a network communication link.
9. (Previously Presented) A computer-based gift purchasing system comprising:  
a user interface of a purchaser including a mechanism for entering at least one gift idea and a related event date;  
at least one network-based reminder service provider including:  
an identification mechanism including an internet search function to initiate and perform an internet search to identify at least one gift merchant web site selling a gift

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relating to the respective at least one gift idea wherein the gift merchant web site is independent from the at least one network-based reminder service provider; and

a notification mechanism configured to generate a notification viewable on the user interface with the notification listing the at least one gift idea and the related event date and the notification including at least one activatable network link to the identified at least one gift merchant web site ; and

a network communication link enabling communication between the user interface, the at least one network-based reminder service provider, and the gift merchant web site.

10. (Previously Presented) The system of claim 9, wherein the notification further comprises:

at least one of an electronic mail message listing the at least one activatable network link and a desktop-based pop-up window listing the at least one activatable network link.

11. (Previously Presented) The system of claim 9, wherein the at least one activatable network link in the notification comprises:

an activatable link to the gift reminder web site that includes a listing of a plurality of activatable network links to independent merchant web sites that sell gifts related to the gift idea.

12. (Previously Presented) The system of claim 9, wherein the network link in the notification comprises:

a plurality of activatable network links with each link associated with a separate independent merchant web site that sell gifts related to the gift idea.

13. (Previously Presented) The system of claim 12, further comprising:

a gift detail display mechanism for displaying for each gift merchant web site link, a gift listing including a gift related to the gift idea, a price, a description, and a uniform resource locator address to the gift merchant web site.

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14. (Original) The system of claim 9, further comprising:  
a gift registry database of the gift reminder service provider; and  
an event date database and calendar system of the gift reminder service provider.
15. (Previously Presented) A computer-based electronic gift reminder notification system comprising:  
a gift reminder service provider;  
a display window viewable on a user interface of a computing device in communication with the gift reminder service provider, the window listing at least one gift idea and an event date related to the at least one gift idea; and  
a message in the display window received from the gift reminder service provider at a point in time prior to the event date and that includes a network link to at least one gift merchant web site that is independent of the gift reminder service provider and that sells gifts related to the at least one gift idea, wherein the at least one gift merchant web site is identified via an internet search, relating to the at least one gift idea, that is initiated and performed by the gift reminder service provider.
16. (Original) The system of claim 15, wherein the message further comprises:  
at least one of an electronic mail message and a pop-up window message.
17. (Previously Presented) The system of claim 15, wherein the message further comprises:  
a text message identifying the at least one gift idea, an event date, a gift recipient, a gift, a price, and the network link includes at least one uniform resource locator link to the gift merchant web site.
18. (Currently Amended) A method of gift purchasing comprising:  
tracking gift ideas and related event dates for a user; and  
notifying the user at a point in time prior to the event date with an electronic mail reminder from the gift reminder service provider with the reminder including a network link to a

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web site of the gift reminder service provider for accessing at least one activatable link to a gift merchant web site selling a gift related to the gift ideas wherein the gift merchant web site is independent of the gift reminder service provider by having no prior established relationship with the gift reminder service provider.

19. (Previously Presented) A method of gift purchasing comprising:

generating an electronic reminder notification, via a gift reminder service provider, of at least one event date and at least one related gift idea for a gift recipient with the notification including a network link to a plurality of gift merchant web sites, each gift merchant web site selling at least one gift related to the at least one related gift idea and being independent of the gift reminder service provider;

identifying the plurality of gift merchant web sites in an internet-based search relating to the at least one related gift idea initiated and performed by the gift reminder service provider;

sending the electronic reminder notification to a user prior to the at least one event date;

accessing the gift merchant web sites directly from the notification independent of the gift reminder service provider; and

receiving at the gift merchant web site, a purchase request from the user for the at least one gift via user-activation of the network link to the gift merchant web site.

20. (Previously Presented) A computer-readable medium having computer-executable instructions for performing a method of gift purchasing comprising:

tracking, at a gift reminder service provider computer, gift ideas and related event dates for a user;

electronically generating a reminder at the gift reminder service provider computer with the reminder including at least one activatable network link to a gift merchant web site selling at least one gift related to the gift ideas wherein the gift merchant web site is independent from the gift reminder service provider computer wherein the gift merchant web site is identified via an internet search, relating to the gift ideas, initiated and performed by the gift reminder service provider computer; and

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electronically notifying the user prior to the event date by sending the reminder from the gift reminder service provider computer to a second computer in communication with the gift reminder service provider computer to cause display of the reminder at the second computer for viewing by the user and to enable activation of the network link by the user at the second computer.